

Draft Until Approved
Oceano/Nipomo Local Fund Advisory Board
Minutes

December 8, 2014 – State Parks-Oceano Dunes District Office Conference Room

Board Members Present:

Linda Austin, Oceano West, Inc.
Dena Bellman, Oceano Dunes State Park
Kevin Beauchamp, Kaleidoscope Inn

Others Present:

Stephanie Rowe, Admin
Mark Elterman, Mental Marketing
John Sorgenfrei, TJA Advertising
Kaci Knighton, TJA Advertising
Di Strachan, Stewardship Travel Program Director
Nikki Schmidt, SLO County Liaison

Absent: None

CBID (CAO): Cheryl Cuming

1. **Call to Order:** by Chair Linda Austin at 6:07 pm
2. **Public Comment(s):** None
3. **Consent Items:** The October 21, 2014 minutes were approved for review and approval. A motion was made by Dena Bellman, and seconded by Kevin Beauchamp. With no further discussion the 10/21 minutes were approved by a unanimous voice vote of the local Advisory Board.
4. **CBID and Financials Update:** Cheryl gave an update for the month of November.
 - a. CBID TOT up 6.02% and Oceano/Nipomo TOT down 4.45% year-over-year.
 - b. There have been increased views to the WCC destination pages.
 - c. California Highway 1 Discovery Route Travel Show: Will highlight each region's assets through high quality production. There will be 4 hosted episodes provided to each destination. There will also be co-op opportunities. Mark Elterman gave an update on the production for Oceano/Nipomo and said it is the best footage so far.
 - d. Coastal Discovery & Stewardship Outreach: All lodging properties received box of marketing material to promote Coastal Discovery Month. Constituents also received an eblast to create packages for the month to be promoted on the Discovery Route page. Packages are not required to provide a discount, they can include a gift or any other incentive.
 - e. CBID will be hosting event at Hearst Castle Theater on January 24 to kick off Coastal Discovery & Stewardship month.
 - f. Photo library instructions were sent to all constituents.
 - g. Cheryl confirmed that Oceano/Nipomo assessment collections are 3.07% of total contributions.
5. **Budget Update:** Stephanie confirmed that October assessment collections totaled \$1,958.76. The available funds total \$42,756.61 and after anticipated applications and expenses the total is \$20,683.21.
6. **Presentation(s):** None
7. **Committee Reports:**
 - a. Marketing – Linda Austin & Dena Bellman: None

- b. **Stewardship Traveler Program – Kevin Beauchamp:** Di Strachan gave an update on the program. She noted that the CBID Board agreed that the Stewardship Travel Program is going strong and is a valuable marketing strategy. 805 magazine featured an article on the WCC program. KCBX Radio will feature the program on their show next week. Di encouraged anyone to call in to the show. Di also gave an overview of the STP Ambassador's meeting on Dec. 3 where attendees gave updates on their successes for the year. She noted that she would like to interview visitors who have participated in any STP activities.

8. Action/Discussion Items:

- a. **Board Seat Replacement Application/Board Terms:** Marna Lombardi, Blacklake vacation rental owner, submitted her application to assume Joe Aguilar's board seat. The term would end on January 31, 2017.

A motion was made by Kevin Beauchamp, and seconded by Dena Bellman, to accept the board application submitted by Marna Lombardi, Blacklake Vacation Rental owner, to assume Joe Aguilar's seat on the Oceano/Nipomo Local Fund advisory Board for the term ending January 31, 2017. With no further discussion, the application was accepted by unanimous voice vote of the local Advisory Board.

Cheryl noted that Linda Austin's and Kevin Beauchamp's board terms end on January 31, 2015. They both submitted letters of interest to continue on the board.

A motion was made by Dena Bellman, and seconded by Kevin Beauchamp, to accept the letters of interest submitted by Linda Austin and Kevin Beauchamp to continue on the Oceano/Nipomo Local Fund Advisory Board for the term ending January 31, 2019. With no further discussion, the letters were accepted by unanimous voice vote of the local Advisory Board.

- b. **Dunes Application Collaboration Discussion:** Item tabled for future meeting.
- c. **TJA Advertising/Mental Marketing Campaign Plan Review:** John Sorgenfrei, Mark Elterman and Kaci Knighton gave a detailed review of the Phase One campaign which will go from December – March 2015. They will focus on social media efforts through Facebook and YouTube, and also enhance the WCC destination page in order to help drive more visitations and increased TOT for the region.
- d. **Discovery Route Loop Map Photo Discussion:** The board made final selections for the header, background and back page photos. Stephanie will update the 25 Points of Interest and submit with the photos for next steps.

9. Future Agenda Items/New Business:

- a. TJA Advertising/Mental Marketing Campaign Plan Update
- b. Dunes App Collaboration
- c. Travel Show Co-op Opportunities
- d. Pier Avenue Signage Land Use Information and Sign Replacement
- e. Rudy Stowell, Dana Adobe Amigos Funding Request
- f. Rudy Stowell, Visitor Center & 101 Signage Funding Request

10. Closing Comment(s): None

11. Next Local Fund Advisory Committee Meeting

Date: January 20, 2015

Time: 5:00 pm – 6:30 pm

Location: State Parks-Oceano Dunes District Office Conference Room 220

12. Adjournment: The meeting was adjourned at 7:23 pm